

**A SYSTEM TO PREVENT INAPPROPRIATE DISPLAY
ADVERTISEMENTS ON THE INTERNET AND METHOD THEREFOR**

ABSTRACT OF THE DISCLOSURE

Systems and methods for avoiding the inappropriate display of advertisements are implemented. These include, respectively, circuitry and steps for include, respectively, circuitry and steps for watching a datastream representing a page for delivery to a client via a network. It is determined if an advertisement subject to display restrictions is identified in the datastream. It is further determined if the advertisement is restricted from being displayed in the page in response to a content analysis of the datastream.

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